

FOUNTAIN
PEN

BUNKER

STANLEY
STANLEY BUNNEN CORPORATION
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Fountain Pen Bunk

By

JOHN H. KRITIKSON

President

SECURITY PEN CORPORATION

HAVING been engaged in the fountain pen industry for the past twenty years, working both in the manufacturing as well as the administrative end for the leading fountain pen companies, I am in a position to offer our representatives who are developing the distribution and sale of the "SECURITY," some valuable first hand information.

This, I believe, will assist them in their sales efforts and enable them to answer intelligently any questions which they may be asked, not only regarding the "SECURITY," but also fountain pens in general.

It will also acquaint them with the advantages and disadvantages of all the fountain pens on the market, as well as many of the secrets which heretofore were only the property of manufacturers and not intended for the public.

This information is going to be called "Fountain Pen Bunk."

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Chicago, Ill.

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PART 1

IRIDIUM

WHAT is it? Where does it come from and what is the service it renders to the fountain pen?

A metallic element much like platinum. It was identified in 1802. With the exception of osmium, also a newly discovered metal, it is the hardest substance known. It is very difficult to melt, requiring a temperature of at least 3000 F. It is insoluble in acid and does not rust. It is frequently used for the tips of gold and stylographic pens, also in the construction of electric instruments, as the resistance coil. Small quantities are obtained in California, Borneo, Brazil, and in the Ural Mountains. It forms three oxides; the solutions made from the salts of the metal take on various tints, hence the name, from "Iris," the rainbow.

How often have you seen window signs and advertisements in papers and magazines about fountain pens tipped with hard Iridium! This expression is used practically by every manufacturer, whether the pen is sold for \$1.00 or \$5.00; and the poor public often wonders why the difference between one fountain pen selling for \$1.00 and another pen selling at \$5.00.

As a matter of fact, there are very few companies in the country who use the real native Iridium on their pen points. This metal is generally fused with other metals, and the prices vary from \$50.00 to \$200.00 an ounce.

Every Security Pen is tipped with the highest grade of Iridium obtainable, costing us practically \$200.00 an ounce. This is put on the pen before it actually takes its shape and is fused to the gold pen point. After the various operations which the Iridium goes through, it represents a unit by itself.

Then the final and most delicate operation takes place, that of grinding and shaping the pen; which, by the way, requires skilled and experienced mechanics, some of the highest paid being employed by our organization. If you will look at the finished point of a Security Pen through a magnifying glass, you will be surprised to see eight facets ending in

a ball shaped point, thus eliminating every possibility of sharp edges which cause scratching, and giving a point as smooth as the surface of glass.

The Security Pen Corporation pays its gold pen grinders the highest prices in the industry, our purpose being to obtain the smoothest and most perfect pen point obtainable.

The Iridium is so hard that you can actually take a large Security Pen Point with a stiff action and by drawing it heavily across a piece of glass, you will actually cut the glass.

Every Security Pen Point goes through 79 minute operations before it is finally completed. It is then given a most rigid and careful inspection and is fitted to a Security Holder.

The purpose of tipping the gold pens with Iridium is to insure a long life to the pen itself. The Iridium does not wear off, and with the proper use such a pen will last a life-time.

Iridium tips are occasionally chipped off. This, however, cannot be avoided, and in such cases our five-year guarantee is full protection for the customer.

So much importance is attached to this Iridium tip that if it were not for this precious metal, there would be no practical fountain pens. Any manufacturer who attempts to sell fountain pens not tipped with Iridium, and if he says they are durable, is simply misrepresenting facts, for the most vital point, and the life of the pen is the Iridium.

THE GOLD PEN

HAVING given you a brief description of Iridium, and its great importance to the proper functioning of a fountain pen, I will now proceed to the next item, which is the gold pen.

THE PUBLIC IS SO IGNORANT of the various "catches" with reference to a 14-Karat warranted gold pen, on fountain pens, that I am very anxious to go into detail and give you all the information there is so that you will be in a position to determine the difference between a gold pen stamped 14-Karat, ordinarily used in cheaper quality fountain pens, and the 14-Karat gold pen that is used in standard advertised makes.

There is one point which is generally overlooked, and of which the public has absolutely no knowl-

edge, and that is the great importance of the gold alloy used in making gold pens.

Of course we all know that there are three metals which are required to make a 14-Karat gold alloy. The first is pure government gold, costing \$20.80 an ounce; second, fine silver, costing all the way from 70c to \$1.25 an ounce, according to the market price; and third, copper, which costs at the rate of 50c a pound. You must remember that the various proportions which are used, and the method of regulating the heat in melting the gold for the preparation of the alloy (which by the way, is a very special process in the manufacture of Security Pen) is just as important to a gold pen as a foundation is to a building.

The special process that I have reference to, in preparing our 14-Karat alloy, enables us to make our pen points without annealing the gold. Now you know that when you anneal a metal of any kind, you take the temper out of it, and the metal becomes dead. Through this special process of ours, we eliminate annealing the gold, which gives our pen points the special temper and flexibility that will resist all kinds of wear, tear and abuse resulting from the pressure of ordinary writing.

You will very seldom see a Security Pen, even though it has been in use for several years, with the nibs of the pen stretched open or bent from usage. On the contrary, the hardness of the gold might occasionally result in one of the nibs breaking in two, in which case our five-year guarantee again protects the customer.

This process of mixing the various metals in preparing our 14-Karat alloy is the direct result of seventeen years' practical experience.

SIZE OF THE PEN

NOW that we have spoken about the alloy, let us get down to the size of the gold pen. How often have you seen signs displayed in various windows of merchants, advertising fountain pens with 14-Karat warranted gold pens and tipped with Iridium, at 98c each? The public often wonders what the difference is between a pen that sells for a dollar and another pen that looks about the same as the dollar pen, selling for five dollars.

There are several items that enter into considera-

tion, but we are going to talk exclusively about the gold pen in this instance.

For example, if we took one of these one-dollar fountain pens, removed the gold pen, then took one of our No. 300 Security Pens and removed the gold pen point, and put them side by side, you would notice a decided difference in size; and if you went to the extent of weighing each pen, you would be surprised to find that the Security Pen weighs almost three times as much as the little gold pen used in dollar fountain pens.

Occasionally you will find fountain pens being sold in some stores for fifty cents or less. If you will take one of these pens and examine it closely, you will see that the part of the pen that is outside the holder is marked "warranted 14-Karat" and that the bottom part of the pen which is fitted into the holder, and which cannot be seen is stamped "plated." To call this "Bunk" is putting it mildly. It is actually misrepresentation. Now, although the practice is being discontinued by manufacturers whose only object was to fool the public, nevertheless a large number of these pens are still being sold in various parts of the country and the public is always the "goat."

Now you ask me, "Do all these cheap, low-grade pens hurt the sale of the better type of pens like the 'Security'?" and the answer is emphatically "No!", because the value of a fountain pen is so fixed in the minds of people who have found the great usefulness and convenience of such a writing instrument that they are being educated more and more every day into using a higher type of fountain pen. The saying goes—"Once a fountain pen user, always a fountain pen user."

In mentioning the above facts about the various methods which some of these unscrupulous manufacturers use in deceiving the public, I am not in any way endeavoring to compare a Security Pen with the cheap fountain pens on the market, but merely wish to show you why there is such a great difference between one pen and another and what constitutes this difference in price and materials.

No money or expense has been spared in making the Security 14-Karat pen point full size and ground in such a way that it will satisfy the most exacting requirements. I have said that we pay

the highest prices for grinding, or rather shaping, our pen points — which requires the skill of experienced mechanics; and when I say that skill of experienced mechanics; and when I say that we pay the HIGHEST prices for this work, you can easily verify the statement by getting in touch through a letter, or otherwise, with the gold pen makers' union of either New York or Chicago, the addresses of which we will gladly furnish. I am sure they will give you the information requested.

So much for the gold pen.

THE PEN HOLDER

NOW we will talk about the holder, and the various styles and ornaments of fountain pens which to a great extent fool the public. I spoke previously about dollar fountain pens, but limited myself to describing the difference in price as regards the materials and workmanship in making the gold pen. You will find, however, that the gold pen is not the only item.

Take for instance the material in making a holder. Every Security Pen Holder is made and turned out of pure para rubber, machined and turned by hand, and although not many ornaments are attached to this holder, it is good looking and made primarily for service, durability, and writing satisfaction.

You will find holders on the market that are made out of a substance easily breakable. Others made of bamboo. Some holders are blown, and with the least abuse will break in half. Ofttimes while the holder—made of such material—is in your pocket, the heat of your body will soften the holder and cause it to lose its shape entirely. This is another reason why it is impossible for anyone to purchase a satisfactory fountain pen for \$1.00 or \$1.50.

A few years ago, the market was flooded with fountain pens bejeweled and ornamented with polished brass and nickel trimmings, which sold at prices ranging from 75c all the way to \$5.00. Quite a number of manufacturers reaped a great harvest in unloading this class of merchandise and the public thought they were getting a great bargain by purchasing these pens, never thinking for a moment that all these ornaments were simply fastened to the holder in order to give it a dressed up appear-

ance and deceive the people. More Fountain Pen BUNK. But as Lincoln said, "You can't fool all the people all of the time." It is gratifying to know that these pens are now going out of existence with the exception of some foreign makes which are imported to this country now and then.

Now that we have spoken about the Iridium, the Gold Pen, and the Holder, I am anxious to bring up the importance of the filling mechanism.

THE FILLING MECHANISM

WE can truthfully say that we have the only filling mechanism on the market that has proved fool-proof beyond any question of doubt. In the first place, the construction of our filling mechanism enables us to combine a lever and screw — the strongest leverage known — which makes it possible for us to get an absolute compression of the rubber sack, resulting in the exclusion of all air from the rubber tube and, in turn, filling the entire sack with ink. One of the reasons why fountain pens in general leak and blot is because the construction of the lever used in most fountain pens on the market makes it impossible to get an absolute compression of the sack in filling the pen. The result is a certain amount of air left in the rubber tube, which causes air bubbles and blots.

Another feature of our filling mechanism is the pressure bar, which is made of monel-metal—non-corrosive and rounded out in such a way that it is impossible, even with the strongest compression, to in any way damage the rubber sack. As far as I know, this monel-metal pressure bar is to be found only in the Security Fountain Pen.

The construction of our filling mechanism eliminates all slots or holes in the barrel, making the pen absolutely leak-proof and air tight.

Another important feature of our filling mechanism, which is generally overlooked and which plays a very important part in the proper functioning of filling the pen, is the manner in which the bar presses on the rubber sack.

Taking a sectional view of the barrel while operating the filling mechanism, you will notice that in deflating the rubber sack, the pressure bar presses

the back end of the sack first and gradually the front end, expelling all air and sediment before filling the pen. This accomplishes two things at the same time, namely: filling and cleaning the pen.

Most of the filling mechanism of other fountain pens now on the market, are faulty in construction as regards this point, inasmuch as the pressure bar deflates the front end of the sack and then the back, allowing a certain amount of sediment and air to remain always in the sack after filling the pen. This sediment, remaining always at the bottom of the sack, clogs up the ink channel of the feed bar, preventing the steady flow of ink. On the other hand, the remaining air causes bubbles to be formed, resulting in ink blots.

To better demonstrate this to you and make it clear in your own mind, take one of our cut-out pens and by operating the filling mechanism, prove to yourself the above statement, namely: the correct and scientific construction of the Security filling device.

Now let us compare our filling mechanism with the ordinary filling device on the market, namely, the lever. In the first place, the particular construction of this mechanism necessitates a slot in the barrel; second very often it will catch on the outside of a pocket when placing the pen in position, causing the ink to spot a person's clothing. Undoubtedly you have had some kind of experience or other due to this fault of the mechanism itself.

To get a better idea as to the faulty construction of the lever mechanism, just take an ordinary fountain pen and compare it with the Security, and I am sure you will be more than ever sold on the idea of the screw filling device of the Security Pen.

THE CLIP

I AM sure you will agree with me that it is impossible to say too much about our patented spring clip. I believe that the Security Clip, without any exaggeration, is the most perfect and the most practical, as well as most durable, clip on the market, due to the fact that it is riveted in one place, inserted in the cap on the other end and operating on a pivot. It is utterly impossible for this clip to lose its tension whether the material of your coat is heavy or light;

it doesn't make a particle of difference. The Security Clip works every time.

To better illustrate the simplicity and strength of the Security Clip, take a piece of tissue paper and attach the Security Clip, and you will notice that its grip is just as firm as if it were attached to your overcoat pocket. This can be said of no other clip on the market, and although the statement might be too broad, I am ready to prove it; in fact, I will urge you to find out for yourself by experimenting.

There is not a clip made on the market that retains its tension after it has been in use for several months, regardless of whether it has a ball tip or a straight tip. This is due to the fact that the entire tension and spring is dependent on that part of the clip which is riveted or fastened to the cap, and you will discover after such a clip has been in use for a certain length of time, it has a tendency to open up at the end. In other words, it leaves an open space at the place where you expect a firm grip after attaching it to your pocket. This necessitates bending the clip in order to make it get a firm grip.

The Security Clip has been called the "One Hand Man Clip" because it is possible for a man with one hand to attach and remove this pen from his pocket by slight pressure of his thumb on one end of the clip, which automatically raises the other end. This cannot be done with any other clip on the market, as it is necessary to hold the top of your pocket with one hand and press down the clip with the other hand to place the pen in position.

Another feature of the Security Clip is that it is gold plated. We do not make any Security Pen Clips out of any other metal than rolled gold. They give our Pens their rich appearance and satisfactory service.

SECURITY PATENTS

THERE is not the slightest doubt that many of the other fountain pen manufacturers would be only too glad to imitate the features of the Security were it not for the fact that we are protected by strong patents. As an illustration, let us take the gold band which is fastened at the open end of the cap.

We have been featuring this, as you probably know, ever since we started manufacturing Security Pens. In fact, we have not made any of our pens without fastening a gold band at the end of the cap, the primary reason being not only to add to its appearance, but also to protect at all times the Security Cap against breakage, which has been the trouble with other fountain pen caps. Lately, you have undoubtedly seen advertisements of some of the leading manufacturers featuring this gold band on their pens. This is really gratifying to the manufacturers of the Security, as we know that in this way we have been of service to the fountain pen industry.

I have already emphasized the smoothness of Security Pen Points, due to the fact that we use the best grade of Iridium obtainable, and take particular care in seeing that each pen point is ground absolutely smooth; also that we pay the highest prices for this class of work

I also put particular stress on the fine action and flexibility of Security Pens, based on the fact that we have a special process of melting and preparing our gold alloy, which enables us to leave the temper in the gold after the pen reaches its final stage of completion.

I have also explained to you that we get an absolute deflation of the rubber sack, enabling it to be filled full of ink instead of ink and air bubbles. Then I have further explained that the main reason our Security Clip never loses its tension is on account of the patented feature of the coil spring and pivot.

That part of the pen which gives the Security its excellent writing qualities, the part which makes it possible for the SECURITY always to be ready for action without the necessity of shaking or "teasing" it to write is the FEED BAR.

THE SECURITY FEED BAR

THE FEED BAR is the part of the holder which is fitted to the pen point causing the flow of ink.

The Security Air Cushion Feed Bar is so scientifically constructed that it insures a perfect and even flow of ink, enabling the user of the SECURITY

to write instantly on any kind of paper and with the pen held in any position.

To better prove my statements, which sound rather broad, try the following experiment with your Security Pen and convince yourself; then attempt the same thing with any other fountain pen on the market and compare the results.

Take a sheet of paper and hold same over you. Then use your SECURITY and you will find that it will respond to your touch, even though it may sound utterly impossible. Of course you may never have occasion to use a pen in this manner, but this little test will more than convince you that a pen that will write upside down, will be ready to write whenever you want it to.

The air cushion feed bar is entirely different from any other feed on the market. It has a separate ink and air channel, the upper wide channel being the one through which the air travels, and the lower narrow channel the one through which the ink travels.

Now if you will more closely examine the feed bar fitted to your demonstrating holder, you will notice that there is a slot on the side all the way through. This slot, which is connected with the ink channel in the center, acts as a reservoir for the excess of ink and on account of the capillary attraction obtained through the syphon action keeps the pen point moist at all times and ready to perform instantly, eliminating forever the curse of leaks and blots.

Often times, if you have not had occasion to use your SECURITY pen for a week or ten days, you will discover to your complete satisfaction and surprise that the instant you remove the cap the pen is ready for action without the annoyance of shaking it, as you would likely have to with an ordinary pen in order to get it started.

I cannot over emphasize the great worth and importance of our patented air cushion feed bar, as nine-tenths of all the troubles of fountain pens in general, are traceable to faulty construction of the feed bars, not to mention the large number of carpets and floors spotted with ink stains because of having to shake the pen in order to make it write.

Furthermore, when demonstrating the SECURITY, do not fail to ask your prospect, who

might tell you that he has a pen, if he has to shake his pen to make it write. Then tell him about the Security, a fountain pen which is always ready to write, without any difficulty whatsoever; a pen which has accomplished the purpose for which it was intended. And the SECURITY will do this every time.

My object in preparing this booklet is simply to help make our representatives better fountain pen salesmen and impart to them some of the knowledge which I have acquired through years of constant, practical experience in the fountain pen industry, so that they may combat any argument. If you will use this information you can talk intelligently on any subject relating to fountain pens, and this knowledge will result in more sales.

I ask you, therefore, to read and digest every word in this booklet very carefully and familiarize yourself with all of these details with my assurance that the results will more than pay you.

I have gone into a lengthy discussion on the subject of fountain pens in general, and particularly the Security Pen, as I am very anxious to have all of our present, as well as all of our prospective representatives realize that the SECURITY is not a fly-by-night novelty that enables a few to make a clean-up within a short time, but on the contrary is a product of absolute necessity—indispensable to every one who writes, and, of the highest quality and workmanship—being the result of seventeen years of practical experience. In addition to being primarily a perfect fountain pen embodying novel and improved features not to be found in any other pen on the market (which features make the SECURITY a better fountain pen) it is also a practical check protector, enabling the user to protect his checks any time and any place and doing the work just as effectively as the most expensive check writer on the market. The representatives of the SECURITY P E N CORPORATION, scattered throughout the entire world, who are putting forth their best efforts in developing the sales of the SECURITY in their respective territories, are building a strong foundation for a clean, permanent and profitable business. In selling your customers this excellent product you are not merely exchanging a commodity for dollars and cents but you are rendering a really valuable service.
